

Congratulations and Best Wishes
TO
WESTERN AUTO SUPPLY CO.
FENWICK SHOE REPAIR
1308 SARTORI M. L. FENWICK

REES FAMILY SHOE STORE
Congratulates
WESTERN AUTO SUPPLY COMPANY
1277 SARTORI AVE. TORRANCE

Now Is The Time To Subscribe to the Torrance Herald!

We Congratulate the . . .
WESTERN AUTO SUPPLY CO.
On Its Splendid New Store
LENAE DRESS SHOPPE
1279 SARTORI TORRANCE

Congratulations
to
WESTERN AUTO SUPPLY CO.
We Are Glad to Have You for a Neighbor
DOLLEY DRUG CO.
EL PRADO & DRUGS SUNDRIES PHONE
SARTORI 10

Western Auto Store Opens With "Get-Acquainted" Sale

DEVOTED EXCLUSIVELY TO GUARANTEED MOTOR SUPPLIES



Latest unit of famed firm's motor supply stores at 1273 Sartori avenue which began serving public this week.

READ OUR WANT ADS . . . AND SAVE MONEY!

The LUMBER Used In . . .
Remodeling the New Western Auto Supply Store
Was Furnished By
TORRANCE LUMBER COMPANY
CARSON & BORDER PHONE 61

Silent Grip Tire Designed to Eliminate Noise, Increase Safety

Outstanding among the line of 12 different types of tires sold by the recently opened Western Auto Supply company store at 1273 Sartori avenue, according to E. E. Murchison, manager, is the new Western Giant Silent Grip. With complete silence of operation without sacrifice of safe traction and ultra-modern appearance, the new tire affords automobile owners comfort, style and safety that is in keeping with the newest mode of automobile design.

"The research laboratories where our tires are designed are always alert for new ways of improving tire satisfaction," as

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Over 5,000 Items are Carried in Stock Here

A new entry into Torrance business was marked with the opening of the Western Auto Supply company store in the heart of the business district at 1273 Sartori avenue this week. E. E. Murchison, local manager, invites residents of this city and vicinity to visit the firm's new location here, and acquaint themselves with the high standards of quality and low prices which mean greater values for auto owners.

The new Torrance store has been completely remodeled inside and out to suit the requirements of the firm, and is said to be one of the most modern accessory stores in a city of this size in the West. For the convenience of the customer in finding things he wants to buy and that best suit his particular need, the store presents all goods grouped by departments in cafeteria-type bins, open shelves and display stands. This is in keeping with the Western Auto aim of making this store a place where car owners will enjoy making their purchases.

The local Western Auto store has been stocked with more than 5,000 items. This assortment not only includes tires, batteries, oils and auto accessories, but also repair needs and tools, car and house radios, fishing tackle, camping and outing equipment, and bicycles.

Started in 1916 With over 200 Western Auto stores now serving motorists in the principal cities of the 11 western states, the company is the largest and oldest exclusive retailer of auto accessories, the new manager states.

The present size of the company differs greatly from the modest little one room store which opened in 1916 and was the beginning of the company in the west. But Murchison declares that the present policies of service and savings to motorists remain the same today as they were then. It is to this consistent adherence to fundamental principles that the amazing steady growth of the firm is attributed.

"Our business, when founded 20 years ago by George Pepperdine, present executive head, was established on the foundation of honesty, satisfaction and a customer-is-always-right policy," asserts Murchison. "We have always guaranteed every article purchased from us to be exactly as represented, and if the customer was not entirely satisfied, we refunded his purchase price."

Salesmen are Trained "There has been no deviation from this policy since the com-

MANAGER



E. E. MURCHISON
his aides are trained

pany has been in business. Today these same principles govern every transaction at all Western Auto Supply company stores. And millions of car owners have learned from experience with our firm that this policy is their assurance that they always "Save With Safety" at Western Auto stores.

"One of the outstanding features of this Western Auto guarantee is that it does not matter from which store our customer makes his purchase because more than 200 other stores in the West stand solidly behind our warranty of satisfactory service."

"An outstanding feature of any Western Auto store is the service our salesmen are enabled to give customers as a result of the training these men receive before they represent the company on the sales floor," Murchison asserts. "They are instructed in the service that our firm pledges itself to give, and every man is made to realize that the basic principles of our relations with the public are truth and sincerity. A Western Auto salesman is a specialist in his work—he understands the problems of the

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Penney's VALUES

Celebrate Along With WESTERN AUTO SUPPLY. We Welcome Their Arrival and Wish Them Much Success. When We Received the News That They Were to Be Our Neighbors, We At Once Purchased Merchandise VALUES for This EVENT.

TO GREET THE GLORIOUS SUMMERTIME!

Latest Styles!
DRESSES
By Jean Nedral
3.98
Double duty jacket dresses for day. Bernbergs, chiffons and laces for afternoon! 12-44.

New and Summery!
DRESSES
By Glen Row
2.98
Frocks to make your Summer a success! Solid colors and light prints! 12 to 44.

Popular Knee Length HOSIERY
Full Fashioned
49¢ pr.
4-thread silk chiffons with comfortable LasteX tops. Spring shades. Sizes 8½-10½.

SPECIAL
Thursday, Friday and Saturday
CLEANSING TISSUES
Large Package of 500 **19¢**
200 Size **10¢**
Buy a Large Supply At This Very Low Price

Clearance! Women's READY-TO-WEAR

Savings in DRESSES
100 SILK DRESSES **\$1 00**
to Sell at
75 SILK DRESSES, to Sell at **\$1.44**
Buy Several At This Very Low Price

LADIES' RAYON NIGHT GOWNS **49¢**

RYMPLE CLOTH
15¢ pkg.
For polishing, dusting and cleaning! Soft and lintless, absorbent! Unbleached.

BLANKETS
Rich Colors! **\$1.59**
Indian and jacquard designs on sturdy cottons! 66" by 80" Use indoors or out. Stitched ends!

BLANKETS
Bright Patterns! **1.98** ea.
Extra large and warm! Colorful Indian and plaid designs! 3 inch sateen binding! 70" by 80".

Men's Fancy SOCKS
15¢ pr.
Of rayon. Double sole for wear! Buy now!

PENNEY'S
J. C. PENNEY COMPANY, Inc.
1269 SARTORI AVE., TORRANCE PHONE 218

PANAMAS
Nothing Cooler!
Attractive Styles! **1.98**
Every man knows the coolest hats for Summer are Genuine Panamas! They're difficult to find as low priced as this! The pinch front shape is smart, serviceable and comfortable!

Younger Men's Favorite!
Solar Straws
White or Colored Bands! **98¢**
Showerproofed Bangkok Toyo . . . a real buy at this low price! A snappy style with the smaller brim that young fellows particularly like! White or colors! Ventilated for comfort!

Men's Summer CAPS
Smart Looking **25¢**

Men's Sanforised Sport Slacks
Won't Shrink! **1.98**
Wooster tropical—a smooth fabric in medium and deep tones! Drape and conservative styles! Cool—comfortable!

SPECIAL FEATURE
Men's Straw Hats
In a Wide Selection **79¢**

The "Tops" in Cookness!
MEN'S HATS
Genuine Leghorn! **1.49**
Many men prefer a leghorn to any other type of straw hat!

NEW TIRE INTRODUCED HERE

The introduction of a beautiful, new white sidewall tire to the famous Western Giant line was recently announced by the Western Auto Supply Company. Hal B. Baker, Vice-President and General Manager of the concern, is pictured explaining the features of the wide, longer lasting tread to pretty Leora Lathrop.

HAIG & HAIG
PHOTO STUDIO
CONGRATULATES WESTERN AUTO SUPPLY
1224 EL PRADO PHONE 99-W

Congratulations to Western Auto
THE ELECTRICAL WIRING In Their New Building Was Done By
INDUSTRIAL ELECTRIC CO.
1605 CABRILLO TORRANCE